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A system and method for reliable messaging is provided. Instead of returning a message as undeliverable, the message is routed to a relay server. The relay server attempts to re-send or re-route the message to the destination server. Once the destination server and associated connection becomes operational, the relay server provides the message to the destination server. If the attempts to re-send or re-route the message time out or do not succeed after a certain number of attempts, the relay server may invoke a process to create another messaging server. The other messaging server substitutes for the original destination server and processes the message for the receiving user. In either situation, the message is provided to the receiving user.